

**CONTRACT**

**WLKY-TV**  
**1918 Mellwood Ave.**  
**Louisville, KY 40206**  
**(502)893-3671**

www.wlky.com

And:

**Peritus Public Relations**  
**200 South 5th Street**  
**Suite 503 North**  
**Louisville, KY 40202**

<u>Contract / Revision</u> 968528 /		<u>Alt Order #</u>
<u>Product</u> Better Schools Kentucky		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Better Schools Kentucky		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLKY	<u>Account Executive</u> Local House WLKY	<u>Sales Office</u> Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLKY	10/30/12	11/06/12	NewsChannel 32 530a-6a	530a-6a		:15			NM	8	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$250.00			
Week:		11/05/12	11/11/12	22-----				4	\$250.00			
N 2	WLKY	10/30/12	11/06/12	NewsChannel 32 6a-7a	6a-7a		:15			NM	6	\$1,650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$275.00			
Week:		11/05/12	11/11/12	11-----				2	\$275.00			
N 3	WLKY	10/30/12	11/06/12	Early Show 1	7a-8a		:15			NM	6	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$225.00			
Week:		11/05/12	11/11/12	11-----				2	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WLKY	11/05/12-11/11/12	Early Show 1	7a-8a	MTU-----	:15		<del>\$225.00</del>	NM		
	See MG 3.7											
	7	WLKY	11/06/12-11/06/12	Early Show 1	7a-8a	-Tu-----	:15		\$225.00	NM		
	Ⓜ MG for 3.5 11/05											
<b>Totals</b>											<b>20</b>	<b>\$5,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	20	\$5,000.00	\$4,250.00
<b>Totals</b>	<b>20</b>	<b>\$5,000.00</b>	<b>\$4,250.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

RECEIVED OCT 29 2012

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <u>WLKY</u>	<b>Date:</b> <u>10/29/12</u>
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I, Tim Malloy Agent for Better Schools Kentucky  
do hereby request station time concerning the following issue:

<u>School Board Elections</u> <u>Jefferson County</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>See Attached Schedule</u>			

<b>Total Charges:</b>
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This broadcast time will be used by: Better Schools Kentucky

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			See Attached Schedule		

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

PERITUS AS AGENT FOR BETTER SCHOOLS  
KENTUCKY

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/29/12      [Signature]      (502) 292-4032  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
[Signature]      Greg Baird      General Sales Manager  
Signature      Printed Name      Title